

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Frontline Medical
Communications Inc.
283-299 Market St.
(2 Gateway Building), 4th Floor
Newark, NJ 07102
Tel. No.: (973) 206-3434
Fax No.: (973) 206-9378
www.mdedge.com/familymedicine

THE JOURNAL OF FAMILY PRACTICE is a B2B brand intended for individuals with broad-based interests in the Family Practice specialty. The brand content and editorial scope of the publication includes peer-reviewed and indexed articles, plus other features on current practice recommendations for diagnosis and treatment of common medical problems. The Journal of Family Practice is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT - PRINT ISSUES

THE JOURNAL OF FAMILY PRACTICE is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

**THE JOURNAL OF
FAMILY PRACTICE
PRINT MAGAZINE**



**THE JOURNAL OF
FAMILY PRACTICE
WEBSITE**



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
THE JOURNAL OF FAMILY PRACTICE PRINT MAGAZINE (5 issues in the period)	104,085	-	104,085
(See Paragraph 3b for Source)			
THE JOURNAL OF FAMILY PRACTICE WEBSITE (Note 1) (Monthly Users with 334,166 average Pageviews)	226,993	-	226,993

Note 1: Shared media channel - www.mdedge.com/familymedicine - serving The Journal of Family Practice and Family Practice News.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

FIELD SERVED

THE JOURNAL OF FAMILY PRACTICE primarily serves Family Practice Physicians, Family Medicine Physicians, General Practitioners, and Osteopathic Physicians.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are family practice physicians, family medicine physicians and general practice physicians engaged in office-based practice, hospital-based practice and teaching. Also qualified are osteopathic physicians in cardiology and internal medicine.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	80
Advertiser and Agency	399
Allocated for Trade Shows and Conventions	-
All Other	88
TOTAL	567

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	104,085	100.0	104,085	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	104,085	100.0	104,085	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
March	104,576
April	103,675
May	104,314
June	104,118
July/August	103,741

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2022
 This issue is 0.4% or 430 copies below the average of the other 4 issues reported in Paragraph 2.

Physician's Primary Specialty	Total Qualified	Percent of Total	Major Professional Activity											
			Patient Care					Total (Patient Care) (F)	Medical Teaching (G)	Other Prof. Act.	Osteopathic Physicians in Office-Based Practice (K)	Osteopathic Physicians Hospital-Based Practice (L)	Osteopathic Physicians Other	
			Office Based (A)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	Semi-Retired							
FP Family Practice	260	0.3	4	256	-	256	-	260	-	-	-	-	-	-
FM Family Medicine	100,408	96.8	67,572	7,320	5,795	13,115	498	81,185	440	356	14,305	3,812	310	
GP General Practice	2,951	2.8	2,288	4	195	199	152	2,639	-	18	227	65	2	
CD Cardiovascular Diseases	7	-	-	-	-	-	-	-	-	-	5	1	1	
IM Internal Medicine	115	0.1	-	-	-	-	-	-	-	-	87	17	11	
TOTAL QUALIFIED CIRCULATION	103,741	100.0	69,864	7,580	5,990	13,570	650	84,084	440	374	14,624	3,895	324	
PERCENT	100.0		67.3	7.3	5.8	13.1	0.6	81.0	0.4	0.4	14.1	3.8	0.3	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	17,624	19,368	15,231	52,223	50.3
a. Written	3,937	5,513	2,257	11,707	11.3
b. Telecommunication	13,687	13,855	12,959	40,501	39.0
c. Electronic	-	-	15	15	-
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	51,518	-	-	51,518	49.7
*Association rosters and directories	51,518	-	-	51,518	49.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	69,142	19,368	15,231	103,741	100.0
PERCENT	66.6	18.7	14.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	103,741	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	103,741	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	August 2019 – January 2020	February – July 2020	August 2020 – January 2021	February – July 2021	August 2021 – January 2022*	February – July 2022*
Total Audit Average Qualified:	103,136	104,410	104,000	103,376	105,583	104,085
Qualified Non-Paid:	103,136	104,410	104,000	103,376	105,583	104,085
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: August 2021 – July 2022 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
 **NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	710		Kentucky	1,354	
New Hampshire	474		Tennessee	2,004	
Vermont	309		Alabama	1,468	
Massachusetts	1,496		Mississippi	790	
Rhode Island	307		EAST SO. CENTRAL	5,616	5.4
Connecticut	608		Arkansas	1,310	
NEW ENGLAND	3,904	3.8	Louisiana	1,422	
New York	4,268		Oklahoma	1,444	
New Jersey	1,961		Texas	8,055	
Pennsylvania	4,619		WEST SO. CENTRAL	12,231	11.8
MIDDLE ATLANTIC	10,848	10.5	Montana	485	
Ohio	3,716		Idaho	768	
Indiana	2,479		Wyoming	228	
Illinois	4,057		Colorado	2,333	
Michigan	3,690		New Mexico	791	
Wisconsin	2,349		Arizona	1,972	
EAST NO. CENTRAL	16,291	15.7	Utah	940	
Minnesota	2,601		Nevada	770	
Iowa	1,465		MOUNTAIN	8,287	8.0
Missouri	1,922		Alaska	389	
North Dakota	384		Washington	3,173	
South Dakota	425		Oregon	1,674	
Nebraska	849		California	12,520	
Kansas	1,303		Hawaii	455	
WEST NO. CENTRAL	8,949	8.6	PACIFIC	18,211	17.5
Delaware	308		UNITED STATES	103,741	100.0
Maryland	1,375		U.S. Territories	-	
Washington, DC	167		Canada	-	
Virginia	2,625		Mexico	-	
West Virginia	856		Other International	-	
North Carolina	3,162		APO/FPO	-	
South Carolina	1,775				
Georgia	2,716				
Florida	6,420				
SOUTH ATLANTIC	19,404	18.7			
			TOTAL QUALIFIED CIRCULATION	103,741	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/FAMILYMEDICINE*

2022	Pageviews	Sessions	Users	Average Session Duration
February	322,868	253,654	218,763	0:34
March	354,810	275,865	233,482	0:32
April	359,317	284,836	240,299	0:32
May	317,328	252,602	230,683	0:27
June	337,687	266,659	232,547	0:32
July	312,986	241,109	206,185	0:35
AVERAGE:	334,166	262,454	226,993	0:32

February – July 2022 data was provided by, Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel - www.mdedge.com/familymedicine - serving The Journal of Family Practice and Family Practice News.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 15,187 copies or 14.7% to 36,331 copies or 35.0%, including American Osteopathic Association and American Medical Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Geoff Watkins, Associate Publisher

Jared Sonners, Director, Circulation

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

August 15, 2022

State

New Jersey

County

Essex

Received by BPA Worldwide

August 15, 2022

Type

BJ

ID Number

J016B0J2

About BPA Worldwide

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

Copyright © 2022 BPA Worldwide. All rights reserved.